

**COMBINED DECLARATION AND POWER OF ATTORNEY**

As a ~~believe~~ named inventor, I hereby declare that:

This declaration is of the following type:

- ☒ original
- ☐ divisional
- ☐ continuation
- ☐ continuation-in-part

INVENTORSHIP IDENTIFICATION

My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

TITLE OF INVENTION**GENERATING AUDIENCE ANALYTICS****SPECIFICATION IDENTIFICATION**

The specification of which:

- ☐ is attached hereto;
- ☒ was filed on **September 26, 2005** as Patent Application No. **10/551,102**; or
- ☐ Express Mail No. _____ (Serial No. not yet known)
and was amended on _____ (if applicable)
- ☐ was described and claimed in PCT International Application No. **PCT/US2004/008924** filed on **March 24, 2004** and as amended under PCT Article 19 on _____.

ACKNOWLEDGMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose all information I know to be material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56, and which is material to the examination of this application; namely, information where there is a substantial likelihood that a reasonable Examiner would consider it important in deciding whether to allow the application to issue as a patent, and

- ☒ In compliance with this duty there is attached an Information Disclosure Statement in accordance with 37 CFR §1.98.

PRIORITY CLAIM (35 U.S.C. §119)

I hereby claim foreign priority benefits under Title 35, United States Code, §119, of any provisional or foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below, and have also identified below any provisional or foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed.

☐ No such applications have been filed.

☒ Such applications have been filed as follows:

A. Prior foreign/PCT application(s) filed within 12 mos. (6 mos. for design) prior to this application, and any 119priority claims under 35 U.S.C. §

<u>Country/PCT</u>	<u>Application No</u>	<u>Date Filed</u>	<u>Priority Claimed</u>
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No

B. All foreign application(s), if any, filed more than 12 mos. (6 mos for design) prior to this U.S. application

Country:
Application No:
Filing date:

C. U.S. Provisional Application filed within 12 months prior to this application

<u>Serial No.</u>	<u>Filing Date</u>
60/457,223	March 25, .2003

PRIORITY CLAIM (35 U.S.C. §120)

I hereby claim the benefit under Title 35, United States Code, Section 120, of any United States application(s) or PCT international application(s) designating the United States of America that is/are listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in that/those prior application(s) in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose information that is material to the examination of this application (namely, information where there is substantial likelihood that a reasonable Examiner would consider it important in deciding whether to allow the application to issue as a patent) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application.

☐ No such applications have been filed

☐ Such application have been filed, as follows:

<u>Serial No.</u>	<u>Filing Date</u>	<u>Patented</u>	<u>Pending</u>	<u>Abandoned</u>

POWER OF ATTORNEY

I hereby appoint the attorneys and/or agents of

Customer Number 56,015

to prosecute this application and transact all business in the Patent & Trademark Office connected therewith.

Send correspondence to:

CUSTOMER #56,015

Direct telephone calls to:

Eamon J. Wall

Telephone: 732-530-9404

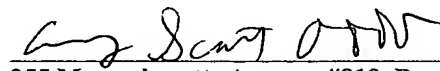
DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and, further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Sec. 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Full name of sole or first inventor: ANTHONY SCOTT ODDO

Inventor's signature:

Residence:



Date:

Sept 26, 2005

255 Massachusetts Avenue, #819, Boston, MA 02115

Post Office Address:

same as above

Country of Citizenship:

USA

Full name of **second** inventor:

Inventor's signature:

Residence:

Date:

Post Office Address:

Country of Citizenship:

Full name of **third** inventor:

Inventor's signature:

Residence:

Date:

Post Office Address:

Country of Citizenship: